

rotating the packages at a circumferential velocity corresponding with the carrier web speed in the region of the transfer location, and

moving the transport conveyor and the carrier web in opposite directions.

--24. (new) The process according to claim 23, the carrier web comprising image transfer decorations.

--25. (new) The process according to claim 23, wherein a ratio of spacing between the packages on the transport conveyor to the velocity of the transport conveyor, is maintained the same as the ratio of the spacing between the decorations on the carrier web to the velocity of the carrier web.

--26. (new) The process according to claim 23, wherein the rotation of the packages is driven by the movement of the carrier web.

--27. (new) The process according to claim 26 wherein each package is already accelerated by the carrier web before reaching the transfer location.

--28. (new) The process according to claim 23, wherein heat is supplied to the carrier web before or at the transfer location.

--29. (new) The process according to claim 28, wherein a heat-up time of the carrier web depends on the velocity of the carrier web.

--30. (new) The process according to claim 29, wherein a heat-up time of the carrier web is controlled automatically.

--31. (new) The process according to claim 33, wherein the packages are made of plastic and are stabilized by blown-in compressed air.

--32. (new) An apparatus for continuously decorating packages with convex surfaces, comprising:

a drivable transport conveyer with uniformly spaced rotatable receivers for the packages,

a storage reel and a take up reel and drive equipment for operating at least one of said reels for supplying a continuous carrier web of uniformly spaced decorations past a contact region, the contact region forming a transfer location, and

a pressure applying device that urges the decorations on the carrier web in the direction of the packages, the drive equipment for the transport conveyer and the reels being designed for opposite directions of movement of the carrier web and the transport conveyer at the contact region.

--33. (new) Apparatus according to claim 32, the pressure applying device being formed by a guide element, which is movable transversely to the direction of movement of the carrier web.

--34. (new) Apparatus according to claim 32, wherein the receivers for the packages are designed to rotate freely and

wherein each receiver can be driven by the carrier web via the packages.

--35. (new) Apparatus according to claim 32, wherein the receivers for the packages comprise a separate drive.

--36. (new) Apparatus according to claim 32, wherein the receivers comprise a separate drive for providing a velocity which is less than a transfer velocity, and that the transfer velocity is generated through contact between the packages and the carrier web.

--37. (new) Apparatus according to claim 32, wherein the pressure applying device is preceded by a moveable heating element with a contact surface, wherein the size of the contact surface between the heating element and the carrier web can be adjusted continuously between zero and a maximum value.

--38. (new) Apparatus according to claim 37, wherein the contact surface of the heating element has a convex shape.

--39. (new) Apparatus according to claim 32, further comprising a post-treatment unit having an electrically powered hot plate with a flat or concave hot surface and a controller which is adjustable to a nominal temperature.

--40. (new) Apparatus according to claim 39, wherein the flat hot surface (21) relates to a linear transport conveyor and the concave hot surface (21) relates to a circular transport conveyor for the packages (5) and that the length of the